TV Forecast

At the Game With

Jack Brickhouse

SEE PAGE 27

JULY 15, 1950

HOW OFTEN have you heard the "Fast Pitchman" offer you the pot of gold at the end of a rainbow?

You get what you pay for! All TISA service technicians will expertly service your TV set. Only new parts assured, not those that have been gathering dust around the factories for years. Each part is properly installed by trained technicians working for firms of long experience and financial soundness. These firms will always be around to back up their claims.

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LETTERS to the Editor

Letters must contain name and address; names will be withheld if requested.

Şir:

My problem is squirrels. In the last nine months squirrels have chewed down my antenna four times. My serviceman has replaced it three times . . . I would appreciate a suggestion as to a method to really squirrel-proof my antenna. Is it possible such a nuisance has come to your attention before?

Chicago, Ill. WILLIAM H. RAITH

Ed. Note: Anyone have the answer? If so, please write this magazine so we can pass on the information to Mr. Raith.

Sir:

As a Scot (synthetic) I appreciate yer thrrift i' the use o' wurrds in the letter column... Hooever, it prroves the ault sayin' (if there is nane, I just orreeginated it) that it takes verra leetle to be in error. The mon i' question isna a staff actor for onnybody. (If I were . . . where's the checks frae ma staff employer?) For nabody's staff do I work; frree-lance is the term to describe me. An' furrther, gin ye wish it, "actor-announcer-dialectition" . . . or gin ye feel generous, "the mon o' a thousan' voices." Ane thing ye did, ne'ertheless, deserrves a' the thanks frae the hearrt o' a ham; ye printed ma name an' ye spelled it aricht!

Chicago, Ill. PAUL "ANGUS" BARNES

Sir:

My children and I have enjoyed the Adventures of Captain Billy very much. The movies he shows are the kind I want my children to watch instead of all these gangster pictures.

Chicago, Ill. MRS. JOHN A. GANSER

Sir:

Please get out of your wrestling rut....

Chicago, Ill. ARLENE ASQUINI

Sir:

Congratulations on your remarks about Studs' Place. We think it's the best show on the air. Does Studs, by any chance, have a real restaurant? If so, where?

Chicago, Ill. MRS. ROBERT KEENAN

Ed. Note: Mr. Terkel does not have a restaurant, but in addition to his TV stint, he writes for a daily newspaper.

Sir:

If someone would direct a program like the Girl or Boy Scouts, what a better world this would be . . . Our children would like to join the scouts, however there are not enough leaders to add new children to their list.

Palos Park, Ill. MRS. ROBERT A. MEYER

Sir:

You mean Connie Berg writes EVERY week? And I don't?

Chicago, Ill. DOROTHY PINKERTON

Ed. Note: Dotty does. We're hoping one of her songs gets on TV soon!

Sir:

Will you please tell us what happened to Bob Hope's Saturday night show?

So. Haven, Mich. LULU BURGE

Ed. Note: Bob does not yet have a regular show. His holiday programs are special telecasts.

Our service man said there were ghosts in the picture?

C. L. Anderson

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ON THE COVER

Willie Shore, Chicago comedian, breaks the ice in "Gloom Dodgers," new WENR-TV Sunday night telecast sponsored by the Dodge dealers. Shore and a lineup of guest celebrities sparkle the channel 7 revue. Oh, yes, that's Shore caught in the act of playing a practical joke on a guy named Shore.

NEXT WEEK ● The Return of Fred Allen

You'll want to read this interesting feature on Fred Allen, NBComedian signed to do a regular television show via WNBQ this fall. Look for it in next week's TV Forecast, on sale Friday at your favorite newsstand!

PIE EATING contests will be in order when "Acrobat Ranch" makes its debut on ABC television, from coast to coast, mid-August . . . It will be the first network show on a Saturday morning schedule, and will star Jack Stillwill in the role of "Uncle Jim," ranch owner in the great cactus country. He'll be assisted by Flying Flo and Tumbling Tim, portrayed by Billy and Valerie Alberts . . . Guests will include some of the top circus and theater performers in the country, under the sponsorship of Acrobat shoes . . . Mark Roberts, WBKB (CBS-TV) dramatic star, is spending the summer in "Miss Mabel," with Lillian Gish, which opened this week in Falmouth, Mass. Roberts was recently seen in "Suspense," "Starlight Theater," and "The Play's the Thing." . . . They call Bill Boyd's wife, the former Grace Bradley of Brooklyn, "Tripalong." . . . Ina Kurland of the Paul Whiteman TV show and Eddie Phillips of "Kiss Me Kate" are honeymooning.

STILLWILL

Carroll Bratman, CBS-TV musician, is one of the highest paid persons in television . . . Bratman plays the chimes opening and closing "People's Platform." He strikes ten notes, gets paid $58, or $20,880 an hour! Line forms to left . . . Eileen Heckart is scheduled for more appearances on Kraft Theater this fall.

Our old friend Robert Q. Lewis is more than busy . . . and in spite of it finds time for personal appearances, such as the benefit for under-privileged boys at the Shubert theater in New Haven, Conn. We caught the show last week while in the east . . . Clark Dennis is eyeing TV. He's the lad discovered while singing on the Fibber McGee and Molly show . . . Now that the Libby "Auction-Aire" show has taken a summer vacation, housewives are finding time to consume products. One winner in Ohio was discovered with 1500 cans; another in Maryland with 30 cases! . . . Wm. "Martin Kane" Gargan will star in and produce "Windy Donahue," the Friendly Taxi Driver . . . Ed McElroy of WIND is our candidate for a regular guy. When he gets a video show you can count on hundreds of Chicago hospitalized vets as his charter fans . . . Wild Bill Eliot moves into TV. He's a'shootin' a series in Arizona . . . It's reported that Ted Collins' contract calls for fifty-grand per week for a TV ad-lib.

HALEY

Jack Haley's NBC show (replacing Kay Kyser for the summer) will run until October 5. Haley seems a natural for video, probably because of his years of vaudeville.

TV Forecast

Vol. 3, No. 11

Published Weekly by Television Forecast, Inc.
185 N. Wabash, Chicago 1, FRanklin 2-6931.

Offices of New England Edition
137 Newbury St., Boston 16, Mass.

Board of Directors: Norbert F. Dompke, John E. Groenings, Lester Vihon, Roy V. Whiting, Robert A. Kubicek

Subscription: $5 per year; 2 years $8; single copies 15 cents.

Now sold on leading newsstands.

Changes of Address: Please advise this office as well as postmaster of change in address to assure proper delivery. Allow three weeks for processing of new subscriptions or change in address.

Expirations: First line on address label shows when subscription expires. The first numbers are our own file numbers. Those following the dash indicate expiration date according to our whole number. To find number of issues to be received before subscription expires, subtract whole number of this issue 2106 from numbers following the dash on the first line of address label.

Entered as 2nd class matter at the postoffice at Chicago, Ill. Additional entry at Boston, Mass.

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"No Accounting for TV Tastes"

By JACK MABLEY

At the risk of being drummed out of the TV critics' union for admitting I might have been wrong, I reproduce part of a letter from a *TV Forecast* reader.

You may recall this column carried some grouchy comments on *Ted Mack* introducing the *Woodside Sisters* with an air of great surprise, when it was apparent the whole business had been carefully rehearsed.

MABLEY

Annette Tehle, of 844 S. Kenilworth av., Oak Park, asks, "Aren't you splitting hairs? I noticed the gesture instantly, but regarded it as part of the act. My reaction was that it was a piece of showmanship negotiated from the interior. I was thoroughly entertained; everyone I talked to was entertained; the performance was vastly improved, and no one was hurt.

"How many thousands besides you yourself would be addressing their criticisms even more vehemently if a spectacle (unrehearsed or otherwise) lacked that finesse which invariably accompanies unpreparedness?

"It grieves me to note your referring to any phase of Mr. Mack's efforts as 'phony.' His smile, his patience, his very treatment of young, sometimes confused performers, do everything to make their path a smoother one."

Writing about television is a mean occupation for a man who normally goes out of his way to avoid controversy. Virtually all of the controversy arises out of reaction to the personalities of various television entertainers.

Some televiewers find *Arthur Godfrey* irritating, for some intangible reason. He is a fine entertainer, millions love him, and yet to some he is grating. Some viewers find *Garroway* relaxing and pleasant, and others are annoyed by his manner. There's as much sense to this as there is to why you like, or dislike, rutabaga.

Men whom I recognize as fine entertainers and great successes, but still are rutabaga to me, are *Godfrey, Bert Parks, Ted Mack, Jack Carter, Ted Steele,* and all wrestling announcers, and I do mean all.

But in the T-bone steak class in my regard are such as *Ransom Sherman, Garroway, Studs Terkel, Ernie Simon, Perry Como, Doloras Dragon,* and *Jim Moran.*

Don't say it! I'll say it for you. "There's No Accounting For Tastes."

I asked a colleague with whom I have worked for 12 years and whose tastes —until today—I had respected, to list his likes and dislikes among television personalities.

He likes *Burr Tillstrom, Fran Allison, Morey Amsterdam* and *Newton, Molly Goldberg,* and *Jerry Lester.* His dislikes include *Jack Carter, Milton Berle, Jim Moran, Toni Gilman, Howdy Doody,* and *Maggi McNellis.*

Try it yourself. Make a list of 5 you like, 5 you don't, and see if it agrees with the list of anyone else on the good green earth.

"Run for President?" No, Says Doc Young

Dr. Wesley A. Young, emcee on WENR-TV's "Animal Clinic," claims he "does not choose to run"—but he has an excellent start on becoming President of the United States.

(He was born in a log cabin . . . and split rails as a young boy!)

The head of the Anti-Cruelty Society in Chicago for the past 14 years, Dr. Young spent the early years of his life close to Mother Nature. He was raised on a farm near Ankeny, Iowa . . . spent his boyhood hunting, fishing, and trapping . . . and rode a bronco 10 miles a day to high school!

A Phi Kappa Phi graduate of Iowa State college with a D.V.M. degree in veterinary medicine in 1919, where he placed fifth in his graduating class, Dr. Young has since practiced in Des Moines, served as chief vet for a livestock insurance company, and worked with the Animal Rescue League in Boston.

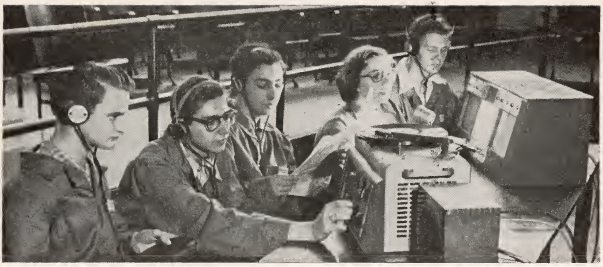
People Are Talking About . . . .

PINHEAD—He's Foodini's assistant, seen on WBKB's "Lucky Pup" show for children. He's possessed of a childlike naivete and utter innocence, blended with unexpected talent and phenomenal dexterity. Pinhead is a past master at misinterpreting his master's instructions. More than 90 percent of Foodini's disasters can be charged to this loveable character. He's a well-meaning little guy, with more charm than brains. If you're a new set owner, take out time to meet him.

FOODINI—The Great, Colossal, and Magnificent star of "Lucky Pup." A magician first, but also a scientist and philosopher—self-styled, of course. He is probably the biggest windbag in television, even CBS-TV will agree, that ever blundered from catastrophy to calamity in an unremitting search for easy riches. Oddly enough, Foodini has his moments of astonishing genius. Here's a secret, if you haven't already discovered the truth: Foodini, for all his sinister manner deep down, would not harm a fly.

FRANK DANE—He's Clate Weather, the editor in WNBQ's Saturday night favorite, "Hawkins Falls, Pop. 6,200." Clate takes you into the life and times of a typical midwestern town where backfence conversations and Courthouse Square conferences bring back a bit of the childhood days city folks have experienced. You'll also meet Homer LaFarge, Phinny Zites, Judge Sharp, Della, Vi, and Eva Cameron. Clate's biggest problem is Belinda Catherwood, the town busybody. Hawkins Falls may not set the TV world afire, but it is having a soothing effect on viewers and reviewers.

JOHN CONTE—Here's a New Yorker out of his native Massachusetts by way of California. That makes him typical, according to our Editor in Charge of Sophisticated NBC stars. Conte can be seen this week on the "Little Show" on channel 5. When Conte returned from service in World War II he entered the Broadway musical comedy scene and was seen in "Carousel," and "Allegro." This year he appeared in "Arms and the Girl." When he's away from the teevee studios, he can be found playing tennis, golf, or swimming. He also likes to sail on Long Island Sound.



TV In Our Schools

By PHIL LEWIS

For the past two years, students of South Shore high school in Chicago have been cooperating on TV research. Recent surveys among them disclosed much interest in TV from a curriculum point of view: consumer education, career possibilities, scriptwriting experience, technical fields, survey and research techniques and integration of English into one of our most vital and fastest-growing industries, television.

Of the over five hundred students having TV in their homes almost 350 expressed special interest in a television course. It was necessary to eliminate all except a sufficient group for the experimental class. It was finally decided to accept applicants who were 2B or higher in their standing and then to select those who had a special reason for wanting to be in the group. Thirty-five composed the starting class and permission was granted from the Board of Education to carry on this "first"—a real pioneering effort in education.

The class has been successful beyond our most optimistic expectations and a second group is already registered to carry on the work in the Fall.

Sometimes "English-TV," as the class is called, meets as a total group and sometimes in small committees. Early in the semester one committee evolved the form of a "viewer's log" which was a feature of our evaluative program. Kept faithfully by all the members of the class, these logs showed just how well students were advancing toward enlightened viewing and toward balanced leisure-time living.

The experts on camera and lighting techniques reported as our needs arose. Other groups specialized in newscasting, announcing, dramatization, scriptwriting, art, music. The Committee on Social Change, for instance, collected data from all members of the class and kept us agreeably informed as they traced "disruptive forces" at work via TV. Seventeen committees formed, worked, and in some cases disbanded as they completed their usefulness during the semester.

Our major units of learning we named "The Technical Side of TV," "Entertainment by TV," "Program-Building," and "Knowing the News." Through teacher-lecture the students gained basic information about the complex machinery and functions of this youngest of the mass mediums. Reference reading and committee reports followed as learning activities in the unit "The Technical Side of TV."

ABOUT THE AUTHOR: Phil Lewis jointly teaches this new TV class at South Shore high with Miss Isabel L. Kincheloe. He's appeared in his own show on WBKB, and is TV Editor for an educational magazine.

Photos of students on these pages taken by Jerry Kalish.

In the unit "Entertainment" we did assigned viewing, discussed current programs, and agreed together upon standards by which we could appropriately judge variety shows and teledrama—dominant preoccupations in the entertainment field. We tried to sharpen awareness of fresh, inspiring interpretations of human experience and to lead all to see that contrastingly trite or stereotyped representations can be inimical both to personal maturing and to good human relations. Our subject matter was plentiful.

"Program-building" mushroomed into quite a unit. Primarily we hoped to demonstrate how various pressures affect video itself. Programs sponsored by commercial interests are accordingly limited by the promotional demands made by their sponsors. The nature of the medium itself imposes further limitations and on the other hand permits unique representations. These we considered together. For this unit we breached the walls of the school to tap community resources — activity made easy by the co-operative interest evinced by TV stations, media experts, and metropolitan newspapers.

From these communication centers our class drew helpful materials, invitations to telecasts of various types, and a lecture on program-building by a director of a Chicago station. We made field trips to studios, receiving in several cases the shooting scripts for the programs we had just witnessed.

We felt that we should give free play to the creative responses evoked by these activities. Members of the class began to write scripts with TV features for performances such as we occasionally present in our auditorium. The "performers" recognized certain shortcomings and asked for systemized training in pantomime and speech. Some of the highly trained students volunteered service as student directors or as script scouts. We also tried making adaptations of several types of literary material.

After several weeks of operation it was noticed that six of the boys were not up to the level of participation enjoyed by the rest of the class. Investigation revealed that these students were technically inclined and a bit frustrated because of lack of outlet for their special interests. Discussions involving the whole class, as well as the boys concerned, finally resulted in the ambitious project of building a closed-circuit television system!! A commercial counterpart costs upwards of $25,000 but what was lacking in dollars was made up in enthusiasm, ingenuity and interest.

Part two to appear in subsequent issue.

College Wrestling Kings

Oklahoma A&M and Lehigh University, Bethlehem, Pa., have dominated college wrestling for years by continually winning the NCAA titles. Lehigh sometimes draws as much as 5,000 spectators for a single match.

BANKING ON CHICAGO for a future in TV are Satton & Power, a singing duo seen recently on "Parade" (WENR-TV, Monday). The team recently turned down a 30-week engagement out of town to make Chicago their headquarters.

Fay Satton, soprano, made her Chicago concert debut in 1946, her opera debut in 1949. She sang the role of Leonora in Il Trovatore.

Richard Power, tenor, made his concert debut in 1945 in Chicago. He has sung the role of Don Jose in Carmen, and has toured with "Follies of 1947".

Roberta Alden, recently seen on W G N - T V 's "Cartune-O" and NBC's "Jack Carter Show," is slated for a fall series to be announced soon. The Chicago child-actress was picked by talent scouts this week to go places during 1951 TV.

Saturday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

12:30 4 **Multiscape News** on the ticker tape
12:50 9 **Batting Practice** by Harry Creighton
1:00 4 **Bleacher's Club** with Manny Opper
1:05 9 **Lead-Off Man** with Harry Creighton
1:10 4 **What's The Scare?** Linn Burton mc
1:20 9 **Baseball:** Cubs vs Brooklyn Dodgers
1:25 4 **Baseball:** Cubs vs Brooklyn Dodgers
3:30 4 **Lucky Fan** Joe Wilson interviewing
9 **Extra Inning** with Jack Brickhouse
3:45 4 **Multiscape News** on the ticker tape
9 **Test Pattern**
4:00 4 **Vita Mix** Commercial
7 **Kieran's Kaleidascope** Discussion
4:15 7 **Animal Clinic** Dr. Wesley A. Young discusses the care and treatment of the ailments of your pets
4:30 4 **Multiscape News** on the ticker tape
7 **Sagebrush Theater** Western feature film "Hittin' The Trail" with Tex Ritter
5:00 4 **TV Billboard** Ticker tape news
9 **Crushable Janes' Jubilee** Kids show
5:30 4 **Lucky Pup Review** Highlights from the daily series narrated by Doris Brown
7 **Lais And Laoey** Cartoons and illustration show for the youngsters
9 **Feature film** "Get That Venue"
6:00 4 **Film Shorts**
5 **American Forum Of The Air** Discussion on "What Does Little Business Want?" Speakers: Sen. Burnet R. Maybank (D—S.C.) and Sen. John J. Williams (R—Del)
7 **Carrigan's Ranch** Songs, dances and Ray "Crash" Corrigan emceeing
6:15 4 **Sailing To Adventure** with Cap'n Bill narrating a feature film serial
6:30 5 **Bill Stern Sports Show**
7 **Lone Ranger** Western adventure series (see page 18) "White Man's Magic"
9 **Famous Jury Trials** The actual crimes and torts are re-enacted
7:00 4 **Beat The Clock** Quiz with Bud Collyer
5 **Hawkins Falls, Pop. 6,200** Typical happenings involving the populace of a small midwestern community narrated by the editor of the local "Gazette" (see page 7)
7 **Paul Whiteman TV Teen Club** top entertainment with amateur youngsters competing for honor
9 **Come To The Fair** Lee Bennett emcees musical variety from Chgo. Fair
8:00 4 **Telemavie Time** Feature film "You Can't Beat The Law" whodunit starring Edward Norris, Joan Woodbury, and Jack La Rue
5 **Trotting Races** from Roosevelt
7 **Cue Ball Champs**
9 **Cavalcade Of Stars** Jackie Gleason stars as emcee of variety featuring Gloria De Haven, Eddie Fisher, singer; Evelyn Farney, and the Charles Morrison dancers

8:30 7 Squeakin Deacon's Store

9:00 7 Girls Baseball: Queens vs Music Maids narrated by Pat Flanagan

9 Wrestling From Marigold Main Match: Bobby Nelson vs Chris Zaharias described by Jack Brickhouse

9:25 4 Tomorrow's Weather

9:30 4 Al Benson's Talent Spotlight presents amateur talent combined with gay variety with Joe Williams, Lurline Hunter, vocalists; Dolores Bell, Sax Mallard and his orchestra

5 Grand Marquee Feature film

10:30 4 Saturday Night Party Variety session with Les Lear assisted by Don Gordon assisted by George Anderson emceeing

10:45 5 Today's Ball Game Tom Duggan discusses film highlights from the game

11:00 9 Theater Of Thrills Feature film "Raw Timber" starring Tom Keene as the forest ranger and his struggles with the dishonest lumbermen

12:00 9 TV Forecast

(Stations reserve the right to change above listings without notice)

NEW TV SHOWS

Promised This Week

WGN-TV Crushable Jones' Jubilee
WGN-TV Danny O'Neil At Home
WGN-TV Tavern Treasure Time
WNBQ Bill Stern Sports Show
WNBQ Ballet Theater
WNBQ Summer Night's Dream
WBKB For Women Only
WBKB Take Another Look
WBKB Ulmer Turner and the news
WBKB Strange As It Seems
WBKB Detective's Wife

Coming

WENR-TV Art Linkletter Show
WENR-TV Acrobat Ranch
WENR-TV Betty Furness Show
WENR-TV Beulah Show
WENR-TV The Sugar Bowl
WBKB Gene Autry Show
WENR-TV Soap Box Theater

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TV Forecast for July 16, 1950

Sunday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

10:00 4 **TV Billboard**

10:30 4 **Multiscope News** on the ticker tape

11:30 4 **Show Kids** Youngsters amateur session with the mothers introducing them, Bill Bailey is emcee

12:00 7 **Bible Stories** related by Kay Morrow accompanied by Child Voice choir

12:25 7 **Jack Holden** Commentary

12:30 4 **Uncle Egbert** Amusing tales of Mr. Pettibone's fifty years in show business
7 **Morris B. Sachs Amateur Hour**

12:50 9 **Batting Practice** by Harry Creighton

1:00 4 **Bleacher's Club** with Manny Opper

1:05 9 **Lead-Off Man** with Harry Creighton

1:10 4 **What's The Score?** Linn Burton me

1:20 9 **Baseball:** Cubs vs Philadelphia (2)

1:25 4 **Baseball:** Cubs vs Philadelphia (2)

1:30 7 **Lone Ranger** Saturday repeat telecast

2:00 7 **Hopalong Cassidy** Western adventure "Eagles Brood"

3:10 7 **Kiddie Comics** Cartoons

3:20 7 **TV Tots Time** Children's cartoon story

3:30 4 **Field Recap**
7 **Sunday At The Bronx Zoo** with Durwood Kirby announcing and William Bridges at the bear pits with camera on cliff 65 ft. above bear pit
9 **Extra Inning** with Jack Brickhouse

3:40 4-9 **Second Game**

4:00 5 **Meet The Press** Martha Rountree conducts question & answer session with reporters and new figures
7 **Super Circus** presents knife throwing act of Gordon & Olivia, comic unicyclist Jack Spot, and the hand balancing & acrobatic act of Vic & Audio

4:30 5 **Film** "Last Frontier"

5:00 5 **Hopalong Cassidy** Bob Atcher narrates another of Hoppy's adventures
7 **Singing Lady** Ireene Wicker aided by Suzari Marionettes enact the tale of Pinocchio

5:30 7 **Cartoon Teletales** Stories for children with illustrations & art lessons

5:45 4 **Lucky Fan** with Joe Wilson

6:00 4 **For Women Only**
5 **Zoo Parade** Jim Hurlbut and R. Marlin Perkins tour the home of the bears. Card features "Icicle" a polar bear
7 **Think Fast** Question and answer session with David Broekman, Leon Janney, and Elois McElhone panelists
9 **Starlit Time** Variety revue with Phil Hanna & Bill Williams emcees with music by Reggie Beane Trio

6:30 4 **By Popular Demand** presents 4 professional acts, two competing against the others, Robert Alda emeee
5 **Watch The World** Commentary and picture highlights of outstanding locales narrated by Don Goddard

Five Star Movies presents "House Across the Bay" with Joan Bennett and George Raft. Story of a man sentenced to Alcatraz and how he avenged this deed

7

9 **Telenews** Picture headlines from all over the world

7:00 4 **Toast Of The Town** Jane Froman introduces the variety acts, music by Ray Bloch and the orchestra

5 **So You Want To Lead A Band** featuring the music of Sammy Kaye

9 **Chicagoland Players** "Tom Sawyer"

7:30 5 **Summer Night's Dream** Musical featuring Francey Lane, Arthur Johnson, and Maxine Sullivan

9 **Chicagoland Newsreel Review**

8:00 4 **Take Another Look** New quiz show with questions based on what the models are wearing

5 **Ballet Theater** presents Nora Kaye, Igor Youskevitch, & Diana Adams in "Giselle." Madness & death result from the wooing of country girl by prince in disguise. 2nd act: Giselle is summoned from the grave to lead the prince to death

7 **Mysteries Of Chinatown** Drama

9 **They Stand Accused** Actual lawyers take part in this re-enactment of courtroom procedure

8:30 7 **Majority Rules** Quiz conducted by Myron Wallace

8:45 4 **In The First Person** Interview with Quincy Howe. Guest: Louise Yim

9:00 4 **Vienna Philharmonic Orchestra**

5 **Lights, Camera, Action** Two skits, one heavy, one light plus variety talent, Walter Wolfe King emcee

7 **Gloom Dodgers** Willie Shore interviews the Brightside and Grimm families each giving his version of the pending family problem

9 **Stars Of Tomorrow** Amateur talent session with Lee Bennett emcee

9:30 4 **Hollywood Playhouse** Feature film "Meet Simon Cherry" with Zena Marshall

5 **Tele-Movie Time** Feature film "Mr. Celebrity"

7 **Lone Ranger** Western adventure series titled "Cannon Ball McKay"

9 **Courtesy Theater** Feature film "And So They Were Married" with Simone Simone. Story takes place during last war with gentlemen vieing for the fair lady's hand

10:00 7 **Comedy Carnival** Old time movie with West and Patricola

10:45 5 **Today's Ball Game** with Tom Duggan

11:00 7 **Sportscapades** Film

9 **TV Forecast**

11:20 4 **Tomorrow's Weather**

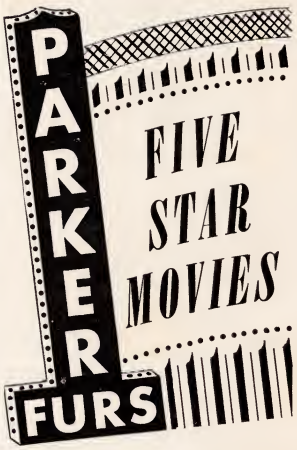
11:25 4 **Pix Of The News** with Ulmer Turner

11:30 4 **Treasure Hunt**

11:35 4 **Murder Before Midnight** Film segment

(Stations reserve the right to change above listings without notice)

You're invited to the Opening!



SUNDAY, JULY 16th

6:30 P. M.

★ ★ ★ ★ ★

"HOUSE ACROSS THE BAY"

starring

★ Joan Bennett

★ George Raft

WENR-TV

Channel 7

TV TALENT WANTED!

Do you sing, dance, play a musical instrument?

AUDITION FOR

"PARADE"

MONDAYS 7:00 P.M.

Participants may win a Clinton watch, a brand new 1950 Ford and, if you're an adult winner, a two-weeks engagement at the Chez Paree! If you'd like an audition, come to the ABC CIVIC STUDIO, Washington and Wacker Drive, Mondays right after the "PARADE" telecast for your opportunity!

Hurry! Hurry! Hurry! Hurry!

SUNDAYS **9:00 P.M.**

Get A Lift And Laugh

watch

"GLOOM DODGERS"

with

Willie Shore

WENR-TV

Channel 7

ABC-TV in Chicago

Monday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

10:00 9 Tom Wallace Show A wake-you-up variety show for your morning pleasure

10:30 4 Multiscope News on the ticker tape

10:40 9 Individually Yours Celeste Carlyle designs your new summer outfit

11:00 7 Bob And Kay Viewers' request is theme of the two hour show

9 Chicago Cooks Dinner tips provided for quick preparation tonight

11:30 4 Cooking Is Fun with Tina Redmon

12:00 4 Bill Evans Show Bubbling commentary accompanies recorded music session

7 Bob And Kay (continued)

9 Tom Wallace Show (continued)

12:30 9 **Stop The Record** Frann Weigle and Rose Dunn conduct

12:50 9 Batting Practice by Harry Creighton

1:00 4 Bleacher's Club with Manny Opper

1:05 9 Lead-Off Man with Harry Creighton

1:10 4 What's The Score? Linn Burton mc

1:20 9 Baseball: Cubs vs Philadelphia

1:25 4 Baseball: Cubs vs Philadelphia

3:30 4 Lucky Fan with Joe Wilson

9 Extra Inning with Jack Brickhouse

3:45 4 Multiscope News on the ticker tape

4:00 9 Stop, Look, And Learn Household hint show featuring Harold Isbell mc

4:30 4 TV Billboard Ticker tape news

5 Howdy Doody Show Laugh at Flap-Doodle, Dilly Dally, and Mr. Bluster

9 Telephone Game Prizes galore in a game the whole family can play

5:00 4 Comic Capers Meet Breezy and Capt. Crusty, TV's laughable puppets

5 Cactus Jim Western Feature film

9 Small Fry Club Bob Emery leads this story, game, and chatterfest

5:15 4 Time For Beany Adventure tales with frieinds of the deep sea

5:30 4 Lucky Pup Stars puppet magician Foodini and his assistant Pinhead

9 Trail Blazers' Theater Western film "Arizona Badmen"

5:45 4 Wrangler's Club Western feature film narrated by Texas Bruce Roberts

5:50 5 Record Spotlight with Howard Miller

5:55 5 Public Life Of Cliff Norton Subject: How to roller skate

6:00 4 Vita Mix Commercial

5 Ransom Sherman Show Discussion on a bewildering diversity of subjects

7 Paddy The Pelican tells a story aided by the pictures of Sam Singer

9 Captain Video Adventure serial featuring Richard Coogan and Don Hastings

6:15 4 Ulmer Turner and the news

7 Hold 'Er Newt Cracker barrel sessions get mighty interesting

6:30 4 CBS News Douglas Edwards reporting

5 Wendy Barrie Show Interviews and gossip about celebrities

7 Adventure Time Feature film serial: "Three Musketeers"

9 Danny O'Neil At Home Musical

6:45 4 **Parade Of Stars** Light variety session featuring Groucho Marx
5 **News Caravan** with John Swayze
7 **Flana-Grams** Sports commentary
9 **Chicagoland Newsreel** Local news
7:00 4 **Eddie Hubbard Show** Musical variety
5 **Menasha, The Magnificent, Skulnik** as the meek mgr. of restaurant owned by a domineering Amazon-like woman
7 **Parade** Top talent in a variety of singing, dancing, & other acts

9 **Stop The Record** with Frann Weigle spinning records & Rose Dunn the clues

7:30 4 **Prize Performance** with Cedric Adams mc, Arlene Francis & Peter Donald as the judges of talent try-outs
5 **Voice Of Firestone** presents Jerome Hines, bass, with Howard Barlow and the orchestra
7 **Dr. Fixum's Household Hospital** Helpful solutions to household problems
9 **Al Morgan Show** Musical variety
8:00 4 **Candid Camera** Unusual glimpses of ordinary people narrated by Allan Funt
5 **Lights Out** presents "Whisper"
7 **Premiere Playhouse** Feature film "Slightly Honorable" with Pat O'Brien, Edward Arnold, Eve Arden. Attorney out to smash crooked political setup involving D.A. runs into murder
9 **World Is Yours** Travel film "Mexico Today"
8:15 9 **Film Varieties**
8:30 4 **Community Theater** Feature film "City Without Men" with Linda Darnell. Sea story set five months before Pearl Harbor
5 **Stadium Concerts** from the Lewisohn Stadium with Pierre Monteux conductor and featuring guest pianist Claudio Arrau
9 **Voyage To Three Continents** Film
9:00 9 **Hands Of Destiny** Mystery drama
9:30 5 **Who Said That?** Robert Trout asks of
7 **Motion Picture Academy** Feature film "South Riding" with Ralph Richardson. Life, love and a real estate venture in small English town
9:35 7 **My True Story** Drama
10:00 4 **Ernie Simon** The Curbstone Cutup
5 **Weatherman** Clint Youle
10:05 7 **Flana-Grams** Sports commentary
10:10 5 **Dorsey Connors Show** Commentary
10:15 4 **Wrestling From Hollywood** with Russ Davis narrating

5 **Today's Ball Game** with Tom Duggan narrating filmed highlights

10:20 7 **Tele News Digest**
10:30 5 **Clifton Utley** and the late news
10:45 5 **But Not Forgotten** with Herbie Mintz
11:00 5 **Broadway Open House** Variety starring Morey Amsterdam emcee
9 **Chicagoland Newsreel** Local news
11:15 4 **Murder Before Midnight** Film segment
9 **TV Forecast**
11:45 4 **Pix Of The News** with Ulmer Turner
11:50 4 **Treasure Hunt**

(Stations reserve the right to change above listings without notice)

FEATURES TONIGHT on Channel 9

8:30 P.M.
"VOYAGE TO THREE CONTINENTS"

Interesting, educational films of Col. Robert R. McCormick's flight to three continents.

9:00 P.M.
"HANDS OF DESTINY"

An exciting dramatic thrill you won't want to miss.

9:30 P.M.
"MOTION PICTURE ACADEMY"
"SOUTH RIDING"

with
Ralph Richardson
Ann Todd
Edmund Guinn

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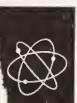

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Tuesday

WBKB 4 · WNBQ 5 · WENR-TV 7 · WGN-TV 9

10:00 9 **Tom Wallace Show** News, fashion notes, homemaker's tips among entertainment

11:00 4 **Multiscope News** on the ticker tape
7 **Bob And Kay** don't want to keep you from your housework, but . . .
9 **Chicago Cooks** How to have fun in the kitchen and harmony at the table

12:00 4 **Bill Evans Show** A well-balanced program, guaranteed to give your spirit a lift and drive your worries away
7 **Bob And Kay** (continued)
9 **Tom Wallace Show** (continued)

12:30 9 **Stop The Record** Frann Weigle spins the records, Rose Dunn gives clues

12:50 9 **Batting Practice** by Harry Creighton

1:00 4 **Bleacher's Club** with Manny Opper

1:05 9 **Lead-Off Man** with Harry Creighton

1:10 4 **What's The Score?** Linn Burton me

1:20 9 **Baseball:** Cubs vs Philadelphia

1:25 4 **Baseball:** Cubs vs Philadelphia

3:30 4 **Lucky Fan** with Joe Wilson
9 **Extra Inning** with Jack Brickhouse

3:45 4 **Multiscope News** on the ticker tape

4:00 9 **Hi Ladies** Interviews with Tommy Bartlett and women of Home Arts Guild

4:30 4 **TV Billboard** Ticker tape news
5 **Howdy Doody Show** Fun and fantasy with Bob, Clarabelle, and the puppets
9 **Telephone Game** Quiz co-emceed by Jane Quinn and Bill Bailey

5:00 4 **Comic Capers** Magic fun with Don, Vera, Boo, Breezy, and Capt. Crusty
5 **Cactus Jim** Western feature film
9 **Small Fry Club** Bob draws the curly-cue, you draw the picture from it

5:15 4 **Time For Beany** with another adventure tale assisted by Cecil the serpent

5:30 4 **Lucky Pup** Tales of magic with Foodini, Phineas, and Pinhead
5 **Pet Shop** Gail and Gay Compton introduce you to Charlie the monkey
9 **Trail Blazers' Theater** Western film

5:45 4 **Wrangler's Club** Bruce Roberts narrates a western feature film

5:55 5 **Public Life Of Cliff Norton** Subject: Advice to the love-lorn

6:00 4 **Vita Mix** Commercial
5 **Ransom Sherman Show** with characteristic touches of whimsey
7 **Paddy The Pelican** Lures a youthful audience with his woodland tales
9 **Captain Video** Super scientific genius puts his inventions to use

(Continued on page 17)

Tuesday (Continued)

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
6:15	4	**Hollywood Tele-Views** Sunda Love presents Mickey Deems, comedian currently appearing at the Empire Room	
	7	**Hold 'Er Newt** Customers stop off at the general store for a bit of chatter	
6:30	4	**Film Shorts**	
	5	**John Conte's Little Show** Musical variety with guests (see pg. 7)	
	7	**Adventure Time** Feature film serial: "Three Musketeers"	
	9	**Danny O'Neil At Home** Musical	
6:45	4	**Window Shopping** with Pat Banks	
	5	**News Caravan** John Swayze reporting	
	7	**Flana-Grams** Sports commentary	
	9	**Chicagoland Newsreel** Local news	
7:00	4	**Frontier Theater** Western feature film	
	5	**NBC Cinema Playhouse** Feature film "Master of Bankdam"	
	7	**Comedy Carnival** Old-time movies	
	9	**Dad's Root Beer Ranch** Listen while the cook tells about contest where you can win a cocker spaniel puppy. Also watch the western film	
8:00	4	**Winner Take All** Quiz	
	5	**To be announced**	
	7	**Sportscholar** Film	
	9	**Cavalcade Of Bands** Presenting the band of the week Duke Ellington	
8:15	7	**Other Lands, Other People** Travel film	
8:30	4	**The Web** Drama	
	5	**Circle Theater** Drama	
	7	**In The Morgan Manor** Musical variety featuring Russ Morgan and his orchestra	
9:00	4	**Girls Baseball:** Music Maids vs Cards	
	5	**Original Amateur Hour** with Ted Mack	
	7	**Tomorrow's Champions** Boxing bouts	
	9	**Wrestling From Marigold** with matches described by Jack Brickhouse	
10:00	5	**Weatherman** Clint Youle	
10:10	5	**Dorsey Connors Show**	
10:15	5	**Today's Ball Game** with Tom Duggan	
10:30	4	**Ernie Simon** The Curbstone Cutup	
	5	**Clifton Utley** And late news bulletins	
10:45	4	**Sports Roundup** with Joe Wilson	
	5	**But Not Forgotten** with Herbie Mintz	
	7	**Pars, Birdies, And Eagles** Golf tips from Johnny Revolta & Jimmy Hines	
11:00	5	**Broadway Open House** Variety starring Jerry Lester	
11:15	7	**Flana-Grams** Sports commentary	
	9	**Chicagoland Newsreel** Local news	
11:20	4	**Murder Before Midnight** Film segment	
11:30	7	**Tele News Digest**	
	9	**TV Forecast**	
11:50	4	**Treasure Hunt**	

(Stations reserve the right to change above listings without notice)

Shows Open to Public

WENR-TV—20 N. Wacker Dr., AN 3-7800. Tickets: Guest Relations, Civic Opera Building. Programs originate in ABCivic Theater. "Super Circus," Sunday 4-5 p.m. (only written requests accepted, order tickets well in advance); "Sachs Amateur Hour," Sunday 12:30-1:30 p.m.; "Parade," Monday 7 p.m.; "Courtesy Hour," Friday 10-11 p. m.; "Gloom Dodgers," Sunday 9-9:30 p.m.

WGN-TV—435 N. Michigan, SU 7-0200. Tickets: Guest Relations, Tribune Tower. Rubins "Stars of Tomorrow," Sunday 9-9:30 p.m.; "Stage Door Revue," Thursday 7:30 p.m.; The following shows are open to public at the Chicago Fair; "Tom Wallace Show," Monday thru Friday 10 a.m.; "Chicago Cooks With Barbara Barkley," Monday thru Friday 11-12 p.m.; "Hi Ladies," Tuesday, Wednesday, and Thursday 4-4:30 p.m.; "Individually Yours," Monday 10:40-11 a.m.; "Stop, Look and Learn," Monday 4-4:30 p.m.; "Spell With Isbell," Wednesday 7:30-8 p.m.; "They Stand Accused," Sunday 8-9 p.m.; "Al Morgan Show," Monday 7:30-8 p.m.; "TV Beauty Contest," Thursday 8:30-9:30 p.m.; "Telephone Game," Monday thru Friday 4:30-5:00 p.m.; "Cartune-O," Friday 7-8 p.m.

WNBQ—Merchandise Mart, SU 7-8300. Guest Relations, Mart, Chicago 54, Audience participation shows suspended for the summer.

WBKB—190 N. State, RA 6-8210. Tickets: Public Relations. "Ernie Simon's Curbstone Cutup," Monday through Friday 10 p.m. (No tickets needed. Show telecast under marquee of State-Lake theater.) "Admiral TV Talent Hunt," Wednesday 8:30 p.m. "Al Benson Show," Saturday 9:30 p.m.; "Saturday Night Party," Saturday 10:30 p.m. (Write c/o Don Drake.)

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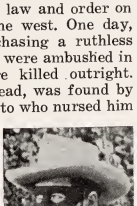
Why the Lone Ranger Wears a Mask

ONCE upon a time the masked figure now known as the Lone Ranger (WENR-TV) was a member of a group of Rangers enforcing law and order on the wild plains of the west. One day, while the six were chasing a ruthless gang of outlaws they were ambushed in a canyon. Five were killed outright. The sixth, left for dead, was found by an Indian named Tonto who nursed him back to health.



When Tonto buried the five slain Rangers he made six mounds of earth, leaving the impression that all had died. Free, therefore, to hunt down these assassins and other lawbreakers was one Ranger.

To conceal his identity, this Lone Ranger adopted a mask while he campaigned. Before he had succeeded in tracking down the gang he had become known throughout the west as a thrilling symbol of justice whose name struck terror into the hearts of men doing evil.

The Lone Ranger earned this reputation by being a hard-fighting, straight-shooting character. Yet, not once did he have to use his guns to take a life.

For the Lone Ranger to continue his stirring exploits always masked was only natural. To millions of children the cry of "Hi-Yo Silver" identifies a legendary (yet real) figure they came to know first thru radio and now television.

For more than 19 years the Lone Ranger has entertained young and old. Now on the screen, in weekly adventures, he enters the home on an even more intimate basis, urging all to abide by the law, and is one of the most powerful advocates of clean living.

If your youngsters have been wondering why the Lone Ranger wears a mask this story should serve to show them that this hero embodies the basic virtues which have made America great.

TV Forecast for July 19, 1950

Wednesday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

10:00 9 Tom Wallace Show Music, dance contests and interviews with guest stars
10:30 4 Multiscope News on the ticker tape
11:00 7 Bob And Kay provide a show with information and performances requested
9 Chicago Cooks If you're tired of having the same old thing, Barbara Barkley can give you new ideas
11:30 4 Cooking Is Fun with Tina Redmon
12:00 4 Bill Evans Show Chatter, serious and simple between playing records
7 Bob And Kay (continued)
9 Tom Wallace Show (continued)

12:30 9 Stop The Record Rose Dunn gives the clues while Frann Weigle spins the records

12:50 9 Batting Practice by Harry Creighton
1:00 4 Bleacher's Club with Manny Opper
1:05 9 Lead-Off Man with Harry Creighton
1:10 4 What's The Score? Linn Burton mc
1:20 9 Baseball: Cubs vs Boston
1:25 4 Baseball: Cubs vs Boston
3:30 4 Lucky Fan with Joe Wilson
9 Extra Inning with Jack Brickhouse
3:45 4 Multiscope News on the ticker tape
4:00 4 Florence Bourke Ellis Show Informal discussion on a varied range of subjects
9 Hi Ladies Home Arts Guild women are interviewed by Tommy Bartlett
4:30 4 TV Billboard Ticker tape news
5 Howdy Doody Show Adventures with Don Jose, Howdy and other friends
9 Telephone Game A fun-packed quiz with Bill Bailey and Jane Quinn
5:00 4 Comic Capers Don and Vera Ward with magic, comics, and puppet fun
5 Cactus Jim Western feature film
9 Small Fry Club Variety of fun for the kids with Bob Emery as emcee
5:15 4 Time For Beany the Captain, the Bear, the Clown in an adventure tale
5:30 4 Lucky Pup Hope and Morey Bunnin bring you Foodini (see pg. 7)
9 Trail Blazers' Theater Western film "Thunder Mountain" Geo. O'Brien
5:45 4 Wrangler's Club Texas Bruce invites you to meet his pals in an adventure
5:50 5 Record Spotlight with Howard Miller
5:55 5 Public Life Of Cliff Norton Subject: The helpful shopper
6:00 4 Travel Time Film
5 Ransom Sherman Show Discussions can range from fashions to gardening
7 Paddy The Pelican Diverting comedy about a clumsy bird (see page 24)
9 Captain Video Ranger Don Hastings
6:15 4 Ulmer Turner and the news
7 Hold 'Er Newt Proprietor Newton Figg
6:30 4 CBS News with Douglas Edwards
5 Wendy Barrie Show Celebrity interviews
7 Adventure Time Feature film serial: "Three Musketeers"
9 Danny O'Neil At Home Musical

6:45 4 **Window Shopping** with Pat Banks
5 **News Caravan** John Swayze reporting
7 **Flana-Grams** Sports commentary
9 **Chicagoland Newsreel** Local news
7:00 4 **Arthur Godfrey And His Friends** Musical featuring Bill Lawrence, Janette Davis, The Chordettes, and Mariners
5 **Fifteen With Faye** Charming chatter and news stories from Faye Emerson
7 **On Trial** Current topic discussion on "Will Adoption of the Schuman Plan Promote Peace?" Arthur Bliss Lane, Walter N. Thayer, Josiah Dubois
9 **Music Ala Mode** Variety features from Paula Rae, Art Jarrett, & Starnoters
7:15 5 **Nature Of Things** Roy K. Marshall discusses a topic in science: "Sound: musical instruments & others"
7:30 5 **Cameo Theater** Drama
7 **Author Meets The Critics** Discussion on Life Magazine with Ed. Thompson, managing editor
9 **Spell With Isbell** Join in the fun, outspell the contestants. Guests: Czechoslovak group
8:00 4 **What's My Line?** Quiz on occupation of contestants, panelists Louis Untermeyer, Hal Block, Arlene Francis
5 **Kraft Theater** Dramatic play
7 **To be announced**
9 **World Is Yours** Travel "Suez & Malta"
8:15 7 **Top Views In Sports** with Jimmy Evans
9 **Chicagoland Hero Of The Week** with Spencer Allen interviewing
8:30 4 **Television Talent Hunt** Amateur time
7 **Wrestling From Rainbo** Wayne Griffin
9 **Plainclothesman** Mystery drama
9:00 5 **Break The Bank** Contestants try for high money prizes
9 **Tavern Treasure Time** Musical quiz with the Mary Kaye Trio (Mary Kaye, Norman Kaalhue, Frankie Ross)
9:15 4 **Doubleday Show** Commercial
9:30 4 **Wonders Of 1950** Commercial
5 **Film Short**
9 **Four Star TV Theater** Feature film "I Killed That Man" with Joan Woodbury. Man is killed in locked room before 30 people, one is a murderer
9:45 4 **America Dines** Via film the viewer is taken to the finest dining places
5 **Reported Missing** Jim Hurlbut reports on cases of missing persons and asks your aid in locating them
10:00 4 **Ernie Simon** The Curbstone Cutup
5 **Weatherman** Clint Youle
10:10 5 **Dorsey Connors Show** Commentary
10:15 4 **Ulmer Turner** and late news bulletins

5 **Today's Ball Game** Tom Duggan narrates the filmed highlights

10:30 4 **Sports Roundup** with Joe Wilson
5 **Clifton Utley** and the late news items
10:45 4 **Treasure Hunt**
5 **But Not Forgotten** with Herbie Mintz
10:50 4 **Murder Before Midnight** Film segment
11:00 5 **Broadway Open House** Variety revue starring Morey Amsterdam as emcee
7 **Flana-Grams** Sports commentary
9 **Chicagoland Newsreel** Local news
11:15 7 **Tele News Digest**
9 **TV Forecast**

(Stations reserve the right to change above listings without notice)

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MONDAY WEDNESDAY—FRIDAY TV

★

WNBQ CHANNEL 5

10:15 P.M.

with Tom Duggan

Sports Commentator

★

Presented by

FORD DEALERS OF METROPOLITAN CHICAGO

The Music Scene

by Carole Wilk

Chicago TV had better look to its laurels. Most of us have been sitting back busy with compliments about how wonderful Chicago's TV is. Is it? Haven't you, too, noticed that most of the shows are getting so dull and unimaginative that any viewer can predict the entire program before it begins?

Take the musical variety programs, for instance. They've set up a certain routine and use it week-in-week-out with only minor changes. How much can we take?

The sad part is that there's such a lot of wonderful TV material that is completely untouched. Look at all the ballet music, which is perfectly adaptable for TV . . . look at all the musical comedy — light operetta music and dance which we never see.

When we complain they tell us how much everything costs and how they can't be sure there's an audience for a new or more interesting type of program. First off, it costs plenty to put on these amateurish jumbles of songs and skits. Why not put that same money to good use? Second, we would listen with lots more than half an eye if we could see something different . . . something which showed an awareness that television is the medium of *sight* and *sound* . . . a new medium to be treated in a new way. Even if the initial costs are higher the returns in viewer interest would be even greater.

We hear all kinds of statistics about the number of people interested in this or that type of program. If it's good, we're interested. If it's good, the audience will be there. We believe there *are* people who want a music program with new and original ideas. You, readers, are the ones to decide.

Music has been an important factor in every entertainment medium. It will be important in TV. Nothing was ever accomplished by sitting around hoping, and waiting for the next fellow. The station that first realizes the tremendous power and interest that can be created through music, will be eons ahead of everyone else.

TV Forecast for July 20, 1950

Thursday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

10:00 9 **Tom Wallace Show** Variety entertainment for the morning hours

11:00 4 **Multiscope News** on the ticker tape
7 **Bob And Kay** ring a gong when something important is about to happen
9 **Chicago Cooks** Take a minute to watch some easy recipe preparations

12:00 4 **Bill Evans Show** Music, gags, gossip, news, and general commentary
7 **Bob And Kay** (continued)
9 **Tom Wallace Show** (continued)

12:30 9 **Stop The Record** Musical quiz featuring Frann Weigle and Rose Dunn

12:50 9 **Batting Practice** by Harry Creighton

1:00 4 **Bleacher's Club** with Manny Opper

1:05 9 **Lead-Off Man** with Harry Creighton

1:10 4 **What's The Score?** Linn Burton mc

1:20 9 **Baseball:** Cubs vs Boston

1:25 4 **Baseball:** Cubs vs Boston

3:30 4 **Lucky Fan** with Joe Wilson
7 **Beulah Karney Show** Foods adventures
9 **Extra Inning** with Jack Brickhouse

3:45 4 **Multiscope News** on the ticker tape

4:00 7 **Kay Morrow Show** Important news for the fashion-conscious woman
9 **Hi Ladies** Tommy Bartlett extends greetings to Home Arts Guild women

4:30 4 **TV Billboard** Ticker tape news
5 **Howdy Doody Show** Bob Smith emcees with aid of Clarabelle, the clown
9 **Telephone Game** Exciting new quiz give listening audience a chance to join

5:00 4 **Comic Capers** Don and Vera Ward with Capt. Crusty, Breezy, and Boo
5 **Cactus Jim** Western feature film
9 **Small Fry Club** Do you know what the campaign for the week is?

5:15 4 **Time For Beany** and stories of adventure in dangerous places

5:30 4 **Lucky Pup** Puppets Foodini and Pinhead are on trail of villain P. P. Pinch
9 **Trail Blazers' Theater** Western film

5:45 4 **Wrangler's Club** Western feature film

5:55 5 **Public Life Of Cliff Norton** Subject: How to take good snapshots

6:00 4 **Film Shorts**
5 **Ransom Sherman Show** featuring vocalists Johnny Bradford & Nancy Wright & Art Van Damme instrumental quartet
7 **Paddy The Pelican** A bold bird who soars into the lands of adventure
9 **Captain Video** Adventures with Richard Coogan and Don Hastings

6:15 4 **Hollywood Tele-Views** Interviews with Sunda Love and the celebrities

7 Hold 'Er Newt Newton Figg and his friends use the general store as their discussion headquarters

6:30 4 Herb Graffis Show Commentary
5 John Conte's Little Show Musical
7 Adventure Time Feature film serial: "Three Musketeers"
9 Danny O'Neil At Home Musical

6:45 4 Window Shopping with John Dunham
5 News Caravan with John C. Swayze
7 Flana-Grams Sports commentary
9 Chicagoland Newsreel Local News

7:00 4 Ship's Reporter Jack Mangan interviews the departing celebrities
5 Leave It To The Girls Panel discussion with Maggi McNellis moderator
7 Stop The Music Jimmy Blaine emcees this musical quiz with Betty Ann Grove vocalizing
9 Film Varieties

7:15 4 Show Goes On Robert Q. Lewis interviews prospective talent buyers and introduces the variety talent

7:30 5 Studs' Place Philosophical discussion with Studs Terkel and guests
9 Stage Door Revue Amateur hour conducted by Claude Kirchner mc

8:00 4 To be announced
5 Star Revue Musical variety featuring singers, dancers, & comedians and starring Jack Haley and guests Peter Lind Hayes and Mary Healy
7 Party Time At Arthur Murray's Learn the latest in dance steps from the experts
9 Morey Amsterdam Show Variety from the mythical Silver Swan Cafe

8:30 4 Glamour-Go-Round Discussion with Ilka Chase commenting on happenings
7 Ruggles starring Charles Ruggles and Ruth Tedrow in story of domestic "bliss"
9 TV Beauty Contest Myron Wallace mc

8:45 4 Harry Wismer Show Commentary

9:00 5 Trotting Races from Roosevelt
7 Roller Derby described by Joe Hasel
9 Wrestling From Madison with Jack Brickhouse describing the matches

9:15 4 Travel Time Film

9:30 4 Hit Spot Musical revue starring Johnny Paul with Melodiers quartette

9:45 4 Meet The Models Behind the scenes interviews with Charles Cavallo and a fashion show

10:00 4 Ernie Simon The Curbstone Cutup
5 Weatherman Clint Youle

10:10 5 Dorsey Connors Show Commentary

10:15 4 Ulmer Turner and late news bulletins
5 Today's Ball Game Film highlights narrated and discussed by Tom Duggan
7 Flana-Grams Sports commentary

10:30 4 Sports Roundup with Joe Wilson
5 Clifton Utley and late news items
7 Tele News Digest

10:45 5 But Not Forgotten with Herbie Mintz

10:50 4 Murder Before Midnight Film segment

11:00 5 Broadway Open House Variety revue starring Jerry Lester emcee

11:15 9 Chicagoland Newsreel Local news

11:20 4 Treasure Hunt

(Stations reserve the right to change above listings without notice)

THURSDAY'S TOP TIPS

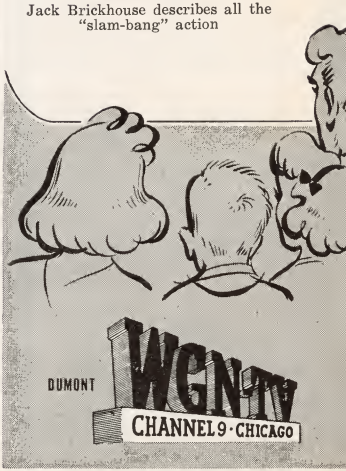
12:50 P.M.
BASEBALL
Cubs vs Boston Braves

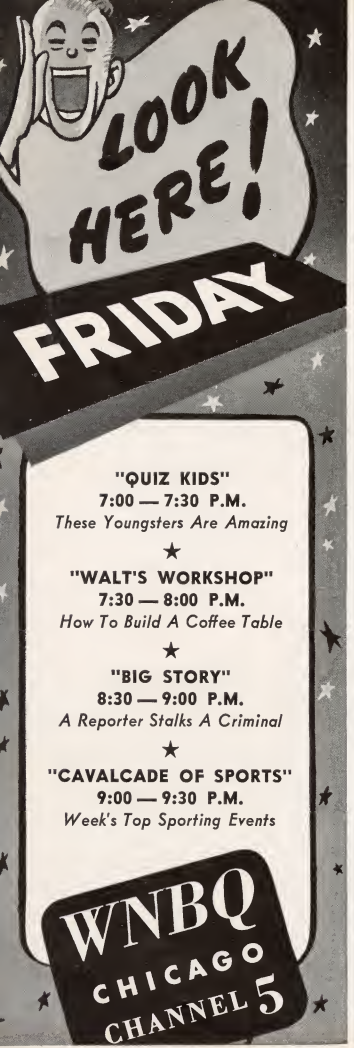
4:30 P.M.
TELEPHONE GAME
Direct from WGN's Television Center at the Chicago Fair

7:30 P.M.
STAGE DOOR REVUE
Chicago's Top Amateur Talent

8:30 P.M.
TV BEAUTY CONTEST
The beauties parade at WGN's Television Center at the Chicago Fair

9:00 P.M.
WRESTLING
Jack Brickhouse describes all the "slam-bang" action





Friday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

10:00 9 **Tom Wallace Show** Entertainment composed of music, news & comments
11:00 4 **Multiscope News** on the ticker tape
7 **Bob and Kay** Music, guests, interviews, and news
9 **Chicago Cooks** Barbara Barkley provides food tips for quick preparation
12:00 4 **Bill Evans Show** Disc-jockey philosopher

12:30 9 **Stop The Record** Rose Dunn & Frann Weigle conduct

12:50 9 **Batting Practice** by Harry Creighton
1:00 4 **Bleacher's Club** with Manny Opper
1:05 9 **Lead-Off Man** with Harry Creighton
1:10 4 **What's The Score?** Linn Burton mc
1:20 9 **Baseball:** Cubs vs Boston
1:25 4 **Baseball:** Cubs vs Boston
3:30 4 **Lucky Fan** with Joe Wilson
9 **Extra Inning** with Jack Brickhouse
3:45 4 **Multiscope News** on the ticker tape
4:00 9 **Hy Power Crossword Puzzle** Quiz
4:15 9 **Plan-A-Room** with Paul McAlister describing new ideas on decoration
4:30 4 **TV Billboard** Ticker tape news
5 **Howdy Doody Show** Antics of Clarabelle are enjoyed by youngsters
9 **Telephone Game** Prizes are on hand for the winners of this game
5:00 4 **Comic Capers** Don and Vera Ward with Boo the magic puppet bunny
5 **Cactus Jim** Western feature film
9 **Small Fry Club** For children who like to work puzzles and play games
5:15 4 **Time For Beany** and his adventures
5:30 4 **Lucky Pup** Pinhead assists Foodini into troublesome situations
9 **Fairteen Club** Norma Kasell invites you to join the teen-age jam session
5:45 4 **Wrangler's Club** Western feature film
5:50 5 **Recorded Spotlight** Howard Miller mc
5:55 5 **Public Life Of Cliff Norton** Subject: In gratitude
6:00 4 **Film Short**
5 **Ransom Sherman Show** Diversity of subject discussed in the Sherman manner
7 **Paddy The Pelican** Frolics with his friends and tells incredible tales
9 **Captain Video** Scanning device helps
6:15 4 **Ulmer Turner** and news bulletins
7 **Hold 'Er Newt** Join the shenanigans down at the general store
6:30 4 **CBS News** with Douglas Edwards
5 **Wendy Barrie Show** Commentary
7 **Adventure Time** Feature film serial: "Three Musketeers"
9 **Danny O'Neil At Home** Musical
6:45 4 **Window Shopping** with Pat Banks
5 **News Caravan** John Swayze reporting
7 **Fiana-Grams** Sports commentary
9 **Chicagoland Newsreel** Local news
7:00 4 **Strange As It Seems** Reveals a hidden human fact, coincidence, comedy or tragedy behind the legend of a great historic figure

5 **Quiz Kids** Joe Kelly quizzes the moppets, could you answer as well?
7 **Crusade In Europe** "Russia" ch. 25 in film series of Gen. Ike's book
9 **Cartune-O** Musical quiz with Holland Engle, Nancy Wright vocalist

7:15 4 **Film Shorts**
7:25 7 **Film Shorts**
7:30 4 **Detective's Wife** Comedy-mystery series starring Lynn Bari and Donald Curtis with a new twist in free-lance sleuthing

5 **Walt's Workshop** Don Crooks subbing for Walt will make a coffee table

7 **Roller Derby** described by Ken Nydell
8:00 4 **Treasury Band Show** Musical variety with Eddie Rogers, mc, Roy Knapp instrumentalists and a Latin American fantasy
5 **Life Begins At Eighty** Problem discussion show designed for those slightly advanced in years, Jack Barry emcee
9 **World Is Yours** Travel film "Montreal"
8:15 9 **Film Varieties**
8:30 4 **Songs For Sale** (2nd part) Panel decides which might be a "hit" tune
5 **Big Story** An evening's fun began with a drink and a laugh and ended with three dead, Edward Freeman's story
7 **Tin Pan Alley TV** Guest: Nick Kenny composer-lyricist
9 **Wrestling** Jack Brickhouse announces
9:00 4 **Follow The Fun** Variety-quiz, audience participation with Jim Ameche mc
5 **Cavalcade Of Sports** Film highlights
7 **Our Gal Toni** Variety interview session
9:30 4 **Meet The Models** Interviews with professional models giving backstage secrets and information
5 **Trotting Races** from Roosevelt
9 **Community Theater** Feature film "Road Show" with Adolph Menjou
9:45 4 **Travel Time** Film
10:00 4 **Ernie Simon** The Curbstone Cutup
5 **Weatherman** Clint Youle

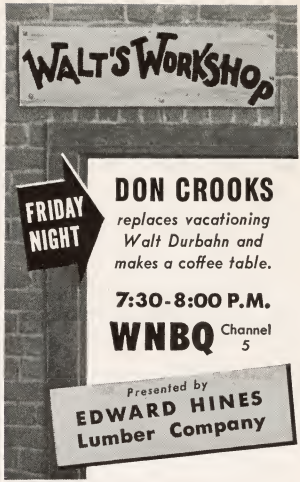
7 **Courtesy Hour** Outstanding variety entertainment brought into your homes by emcee Jim Moran

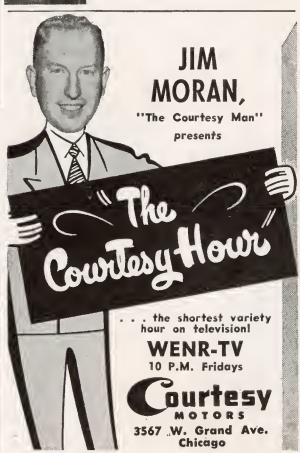
10:10 5 **Dorsey Connors Show** Commentary
10:15 4 **Wrestling From Hollywood** Film

5 **Today's Ball Game** High spots of the game related by Tom Duggan

10:30 5 **But Not Forgotten** with Herbie Mintz
10:45 9 **Chicagoland Newsreel** Local news
11:00 5 **Clarke's Owl Show** English feature film "Full Speed Ahead" Paul Neville, Morra Lynd, Richard Norris. Two stowaways upset rebellious captain's plans to scuttle ship
7 **Flana-Grams** Sports commentary
9 **TV Forecast**
11:05 4 **Murder Before Midnight** Film segment
11:15 7 **Tele News Digest**
11:35 4 **Pix Of The News** with Ulmer Turner

(Stations reserve the right to change above listings without notice)





For ***free tickets*** to attend these Telecasts in ABC Civic Studio, Opera Building, write ABC Guest Relations, 20 N. Wacker Drive, Chicago.

CHILDREN'S PAGE

PADDY the PELICAN

by Sieger

"Paddy, when I thought all was lost, I found a note saying I was going to be rescued from the dungeon. . . .

"But who was going to help me? I waited a few more days —and then one night I was awakened by someone—

"Standing over me I could hear a girl's voice! . . . 'Sh-h-h! I have come to help you. Quickly—eat this food.'

"Why?" I asked. "Who are you? 'Eat this—and you will escape!' I obeyed her, Paddy, and hoped for the best."

(Continued next week)

Paddy can be seen on WENR-TV Monday thru Friday at 6 PM

TV Wrestling Fans Want Color

by ED PAZDUR

Wrestling in its current state creates a curious school of thought which is sharply divided into two camps. Some of Chicagoland's athletic chieftains have raised an eyebrow at the amazing increase in popularity (thanks to TV) of the sport and claim that wrestling can be "legitimatized" into a big league contest.

Other athletic heads hold a contrary view of the grapplers. They maintain that wrestling cannot be recognized as a truly competitive sport because the fans want and love its present color and exhibitionism. Once it is clamped with regulations by the Athletic Commission, it will lose its public appeal and become boresome.

PAZDUR

They further hold that fans want to see their gawdy costumes, ham acts, loud grunts and "rough tactics." Take this away and you throw wrestling out the window!

This department has often wondered if wrestling could be "legitimatized" without losing its color and showmanship. Is it not possible for grapplers to put on a good show and wrestle according to rules laid down by the commission? What do you think, fans?

The law among promoters is the average fan who has to lay down his hard earned cash in their box offices. They realize that without YOU, the game is kaput! Anyone interested in organizing clubs to press the issue of "recognized wrestling" will receive the support of this column.

Memo to Mother: If you're thinking of sending your youngsters to camp for a few weeks, why not drop **Ray Meyer**, famous basketball coach of DePaul university, a line at Three Lakes, Wisconsin? We hear the fishing and chow are great at his camp for boys.

This Week's Notes: Sam Spunt, matchmaker of WENR-TV's "Tomorrow's Champions," won the all-city boxing championship in Montreal, Canada at the age of 7 . . . Amazing **Luke Appling** still holds two Sox all-time batting records; highest batting average with .388 and most consecutive game hitting streak with 27 in 1936.

Bet you didn't know that when **Johnny Vander Meer** pitched his second no-hit game in 1938 at Brooklyn, it was the first game ever played under the lights at Ebbets Field.

The French Angel, **Maurice Tillet**, latest addition to **Ray Fabiani's** corps of wrestlers, attended one of France's leading universities to pursue a career in law. While matriculating as a student, Maurice's physical characteristics became distorted because of glandular disturbances and forced him to give up law. He excelled as a wrestler in college and turned professional.

Lou Thesz, NWA champion, breeds Doberman Pinscher dogs that have won him many honors . . . The **Schnabels, Hans** and **Fritz** make their home in San Fernando Valley, Cal.

TILLET

Wrestling Cuffnotes: It is interesting to note that 1,300,000 fans have packed arenas over the country last year to see women wrestlers. Biggest gate recorded was 18,000 at Louisville, Kentucky in a match between **Mildred Burke** and **Elvira Snodgrass.**

Heart of Lady Wrestlers

Billy Wolfe of Wheatland, Missouri, (pop. 300) claims the title of "The Heart of Lady Wrestlers." Billy manages as many as seventy female grapplers, including the fabulous Mildred Burke.

20 More Fans Win Tickets to Rainbo

From letters ranging on the serious plane to those of a humorous nature, ten more wrestling devotees (listed below) have been awarded a pair of passes to see their television favorites in action at Rainbo Arena.

In view of the favorable reports coming from **TV Forecast** readers on Fabiani's Rainbo wrestling cards, the publishers of **TV Forecast** have decided to continue the contest as long as the mail comes in.

Miss Carolyn Ranney
1253 E. 98th St.
Chicago 28, Ill.

Barbara McDougall
641 N. Long Ave.
Chicago 44, Ill.

Mrs. O. J. Coombes
2850 W. Berwyn Ave.
Chicago 25, Ill.

Mrs. Shirley Spanks
400 Gibson St.
Gary, Ind.

Art Kelly
1031 W. Irving Pk. Rd.
Chicago 13, Ill.

Mrs. Joseph Soos Jr.
746 Sheridan St.
South Bend, Ind.

Mrs. Bettie Phelps
4020 Torrence Ave.
Hammond, Ind.

Miss H. Grzywacz
5115 S. Hermitage Ave.
Chicago 9, Ill.

Ronald Slouka
5404 W. 23rd St.
Cicero 50, Ill.

Gus Jenssen
720 N. Michigan Ave.
Chicago 11, Ill.

Win Free Tickets to Rainbo Wrestling!

Ten pairs of tickets (one per letter) are being awarded each week to readers of *TV Forecast* Magazine writing the best letter of the week on the following subject—

"I would like to see a live wrestling show because....."

The contest is open to both men and women readers. Tickets to Rainbo arena are presented to persons whose letters are judged the most original, and interesting. There is no coupon to clip, nothing to buy.

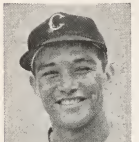
The tickets are being made available thru an exclusive arrangement with Promoter Ray Fabiani and the publishers of this magazine.

Deadline for this week: midnight Wednesday, July 19.

Write: Sports Dept., TV Forecast, 185 N. Wabash, Chicago 1.

Trezak, Atten Awarded Autographed Baseballs

Casimir Trezak, Jr., R. R. 1, Hobart, Ind., picks his Cubs to end up in 5th place this season and for his careful analysis, a Spalding baseball autographed by Johnnie Schmitz will soon be rushed to him. Another winner, *Joanne Atten* of 6550 N. Damen, is receiving a ball signed by Chico Carrasquel, who is by far the most popular in this contest.



CHICO

TV Forecast is awarding these American or National League baseballs to fans submitting the best letter telling where the reader thinks the Cubs or Sox will finish this year.

CONTEST RULES

1. An official entry blank must accompany each entry.
2. All entries become the property of Television Forecast, Inc., and will not be returned.
3. Decisions of the judges will be final.
4. The contest is open to all home and newsstand subscribers of TV Forecast.
5. There is no limit to the number of entries each week by an individual.
6. All entries must be signed in the handwriting of the entrant.
7. There is no age limit.
8. All entries must be neatly typed or written.
9. All entries must be postmarked before Friday midnight, July 19.
10. Winners will be announced two weeks after the close of each contest.

HERE'S MY ENTRY

To: Geoffrey Hunter, Sports Dept.
TV Forecast Magazine
185 N. Wabash, Chicago 1, Ill.

Enclosed is my entry in this week's contest to win an autographed Spalding major league baseball by my favorite Cub or Sox player. I understand the rules of the contest. If I win, I would like to have my prize autographed by_____
_____of the Cubs (Sox). Circle one.

7/15

Jovial, Vigorous—That's Brickhouse

"Here we go!" announced Brickhouse and the entire press booth fell silent as Jack began broadcasting another baseball game for WGN-TV, the only TV station broadcasting both Cubs and Sox games.

Wearing his favorite long peak cap with large earphones tucked over his ears for communication with his TV cameramen, prompted Harry Creighton to remark, "Looks like Admiral Halsey, doesn't he?"

A jovial, good-natured man who adds the quality of casualness to his broadcasting, he lauds the services of his two aids, Vince Lloyd, who handles the commercials at Comiskey park and Harry Creighton, commercialist at Wrigley field. "These men are great sportsmen, their aid is invaluable and they assume sports announcing occasionally," commented Brickhouse.

Regarded as one of the midwest's outstanding sportscasters, Jack holds the distinction of having broadcast more games over TV than any other announcer in the world. A veteran of 16 years in radio, Jack began his career with station WMBD, Peoria, where he developed into an outstanding announcer as he followed the champion basketball team of Bradley Tech. He came to WGN in 1940 to succeed Bob Elson as baseball announcer when the latter joined the Navy. Brickhouse later served in the Marine Corps.

His toughest assignment? Jack broke into a wide grin, brushed his hair back with his hands as he recalled, "I'd say my toughest assignment came in Peoria when they gave me a special feature broadcast . . . I had to shinny up a 275-foot transmitter tower with 50 pounds of equipment. Whew!"

Aside from his daily baseball-casts over WGN-TV, Jack can be heard describing wrestling on Tuesday, Thursday, and Friday nights. Primarily a sportscaster, Jack is testing his new wares with a dramatic role in "They Stand Accused."

ABOVE: A couple of busy dads meet after the game at Wrigley field to sum up the day's highlights. Jack Brickhouse, WGN-TV sportscaster, introduces his 15-month-old daughter, Jean, to Phil Cavarretta, Cub first baseman. Phil is the father of three daughters himself.

Boxing Tickets Available

TV Boxing fans are invited to attend "Tomorrow's Champions," weekly boxing show featured Tuesday night over WENR-TV, as guests of *TV Forecast* magazine.

Tickets are made available by special arrangement with Leonard Schwartz of Rainbo Arena. To obtain tickets, simply mail your name and address to: Sports Editor, *TV Forecast*, 185 N. Wabash, Chicago 1, Ill.

Because of the expected demand, only two tickets per letter will be issued.

It Couldn't Happen on TV

By GEOFFREY HUNTER

The management of the Cubs and White Sox are tearing hair out of their scalps because of the difficulties encountered in having large groups of boys attend the ball games on the house. Recently, a youngster toppled out of the bleachers at Wrigley Field and broke his wrist. During the last home stay of the Sox, we saw a kid (who obviously had sneaked into the park) take a firm grip on the right field foul pole in Comiskey Park and slide 45 feet to the lower deck. Chuck Comiskey nearly had fittens. (It couldn't happen watching TV.)

By the way, in case you've wondered if you can recover damages from the ball club if you're hit with a foul ball into the stands, the answer is NO. The club provides a safe place for you to sit (behind the screen and net) so you'd have a tough time explaining why you didn't use facilities provided for you.

We've heard more and more fans talk favorably about the extensive vocabulary employed by **Joe Wilson** on his WBKB coverage of the Cubs' home games. Without trying to be fancy, Joe picks the perfect word to describe plays. Nice thing is that he doesn't resort to the use of "Oh, Brother."

The Brooklyn sportswriters are saying in very loud voices that they hope Detroit cops the American League flag because most of them have never been in the Motor City for a world series. How confident can they get?

Freddie Lindstrom, the former Giant and Cub star and now coach of Northwestern's baseball team, is a firm believer in keeping potential baseball stars out of football uniforms. He points out that football makes a boy muscle bound in the shoulders. Fred will be in New York this month for an Old Timers' game. He says his youngest boy, 14, just out of grammar school, is a top baseball prospect.

Bob Elson is fading rapidly as a gin rummy mogul . . . even **John Carmichael** is taking him into camp these days. . . . The White Sox call **Billy Pierce,** the 23-year-old lefty, by the name of **"Baby Robin."** . . . Our contest for the American and National League baseballs has drawn so many entries the judges are almost batty. Winners of National League balls are appearing on **Linn Burton's** "What's The Score?" before the Cubs games with their favorite players. Watch for them. . . . Some of the people in the know say that **Abe Saperstein** will make the Chicago Stags (pro basketball) strictly a big league operation beginning this fall. Abe will perform this miracle without the aid of the Chicago Stadium. . . . **Gorgeous George** (last name Wagner) has one of the world's largest turkey ranches in California and he says the products are absolutely divine. . . . **Cliff Jaffe,** Cubs public relations man, is doing a marvelous job with the press, radio and video men. . . . **John Fowler,** the A. G. Spalding promotion wizard and one of the top tennis umpires in the country, takes off for radio and television chores around the tennis circuit shortly. . . . **Niel Gazel,** the Daily News baseball writer, has been waiting three months for a blonde mahogany TV set . . . and his wife is beginning to think he has no influence. . . . In case anyone is interested, **Jack Onslow** is getting $20,000 for fishing this summer.

"How do you do, sir? Would you care to have your present TV set converted to color?"

Hank Sauer, TV Player of Week

Batting slumps are bad omens for big league baseball clubs as a rule but it was providential for the Cubs in 1949 when a Cincinnati player named Hank Sauer got off to a poor start that year and was traded to the Cubs. Hank found the new Cub uniform to his liking and returned to his old form while televiewers watching Sauer in action over WBKB and WGN-TV established this newcomer as a prime favorite.

HANK

In his first season with the Cubs last year, Hank connected for 27 home runs, and belted 99 runs across the plate. His greatest year in baseball was 1947 with Syracuse. Hank hit .336, clouted 50 homers, and drove in 141 runs. He led the International league in runs scored, runs batted in and total bases, and was named by the *Sporting News* as Minor League Player of the Year.

The Cub slugger carries the heaviest bat in baseball to the plate, a 40-ounce Chick Hafey model. Hank loves to play golf but says his favorite hobby is collecting pipes. "I keep one pipe in the clubhouse all the time," says Sauer, "and I usually smoke it before I get into uniform."

It was through baseball that Hank met his wife, the former Esther Cavel. Hank was playing for Birmingham in the Southern association in 1940 when he met Esther. They were married on December 29th of that year.

Sauer attributes much of the credit of his success to swimming. "Just about all I did as a kid was swim. We'd play all morning and afternoon and then run to the swimming hole and stay until dark."

On Stage of "Chicago"

TV comedian Ernie Simon and Linn Burton will appear at the Chicago Theater for the next two weeks, together with Margaret Whiting, Ishkabibble and Mike Douglas. Cole-Finder's boy Simon will work his personal appearances in between radio and video shows.

WRESTLING

By the way, we want to know what happened to the wrestler Pete Schuh whom we did enjoy watching?

Chicago, Ill. SCHUH FAN

Ed. Note: Pete is forced to retire for awhile because of a high blood pressure condition.

Could you please tell me where I could get Cyclone Anaya's address and Pierre LaSalle's address, too? I would like to write to them.

Chicago, Ill. CAROL SEIP

Ed. Note: They both can be contacted through their manager's office, 1441 Montrose Ave.

No doubt I am adding my protest about the despicable, unethical wrestling of Jim Spencer and Bobby Nelson to hundreds of other fans. If wrestling is ever to be considered a good clean sport, such sadists as Spencer and Nelson should go.

Chicago, Ill. ONNIE TROSSMAN

Why do WGN-TV cameramen persist in showing the ringside fans instead of the participants in the ring on Saturday nights? During a match between Billy Goelz and Gypsy Joe, a young lady seated at ringside was shown seven times, while Goelz was drop-kicking the Gypsy.

Chicago, Ill. LESTER ROUBERT

MISCELLANY

Correction in your issue of June 17, 1950 "TV Wrestling Highlights." . . . Everett Marshall is in La Junta, Colorado, not California. He's also doing a fine job of training youngsters in mat sports at the arena he has built.

Chicago, Ill. IRVING R. JACOBSON

I have just finished reading your column (TV Wrestling Highlights). With the advent of new columns, many of us have raised an eye, but I am positive that there is a consensus of praise and approval as far as your column is concerned . . . I think it should be appropriately dubbed "Channel One of Wrestling."

Chicago, Ill. JAMES P. FOLEY

Came to Dinner and Stayed 17 Weeks

If he hasn't actually broken a precedent, chef Eddie Doucette has at least seriously dented a few. First, by challenging in behalf of his sex the prior rights already established by ladies in the field of television cookery—and is there a man who has ever crept to the kitchen to fix his own breakfast who will not cheer him on? Second, by setting a new all-time record for nonscheduled, contract-less guest appearances.

EDDIE

Doucette's record-breaking TV appearances have occurred chiefly on WBKB, where, in the company of Bill Evans on his Friday noon program, he has for the last 17 weeks covered food preparation topics from hors d'oeuvres to baked Alaska. In a field where reputations rise with the bread, and fall with the souffle, Doucette hasn't even encountered an untoward accident. Every last anchovy has behaved before the cameras like some tutored Hollywood starlet. And when the cameras move from his tempting culinary set-up in WBKB's studio A, a horde of well-wishers, technicians, cameramen and studio guests are on hand to nibble away on the prop food. Getting hungry?

With the title of manager of consulting chefs for International Minerals and Chemical corporation, Doucette is no upstart. For the last three years he has supervised nationwide culinary sales activities to promote Ac'cent, a seasoning which intensifies food flavors. And if there are any doubts on that score, Doucette can stir up a Potage Parmentier or a Ragout de Veau and demonstrate precisely how and why flavor-intensification makes the difference between mere food acceptance and enthusiastic approval.

TV-FORECAST SANDWICH

By EDDIE DOUCETTE

A toasted hamburger roll with a crispy leaf of lettuce, a slice of tomato, a broiled or grilled hamburger and a slice of cheese. When you have completed this combination in order given, place under broiler or hot oven until cheese melts and bubbles. Remove from oven and put on plate. Garnish top of cheese with sliced stuffed olives. In the center place a pickled cucumber ring. On plate serve French fried potatoes and top half of roll (toasted).

The slices of olives represent the many eyes watching TV. The pickle ring in the center represents the screen, and the rest of the sandwich represents the combination of many fine TV features that add up to total satisfaction.

In preparing the hamburger for the broiler, make patty and season by sprinkling with salt, pepper, and Ac'cent. Follow directions as given above and you'll have your guests drooling.

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gary, ind. and vicinity

TV LAB'S
572 Washington St. Gary 9179

whiting, ind.

RADIO CENTER
1542 119th St. Whiting 307

hammond, ind.

MINER ELECTRONICS
7331 Calumet Ave. Sheffield 1653

northshore suburbs

AIR VISION, INC.
1185 Wilmette Ave. Wilmette 6050
18 S. Genesee St. (Waukegan) Ontario 2150

highland, ind.

HIGHLAND RADIO
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WEITZ RADIO AND TELEVISION SERVICE
2609 W. North Ave. HUmboldt 6-0290

CHICAGO TELEVISION SERVICE CO.
3813 W. Montrose COrnelia 7-2666

south

AMERICAN RADIO LABORATORY
6321 S. University FAirfax 4-9000

HAVILL'S TELEVISION SERVICE
1461 E. 55th St. PLaza 2-7800

AUBURN PARK DAY & NIGHT TELEVISION SERVICE
502 W. 79th St. STewart 3-6391

MONARCH TELEVISION COMPANY
7823 S. Halsted TRiangle 4-8049

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